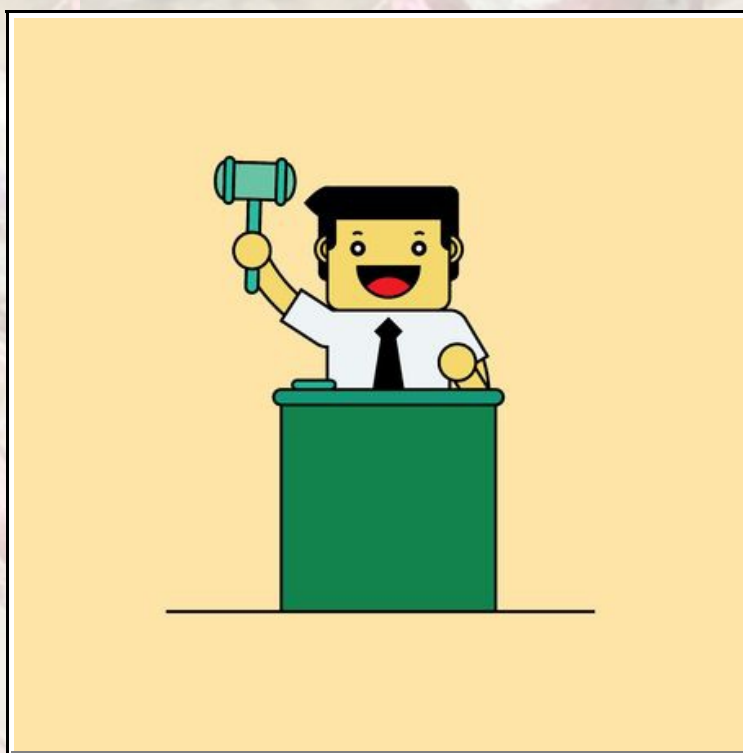


Bromeli Advisory

October 2018

BROMELIAD Auction



In This Issue

Fairchild Has Recent Critics and Recent Financial Woes	2-3
Start Ppreparing for the 41 st Annual BSSF Show in 2019	4-5
Amendment to the Bylaws	5
Messages	5-6
Upcoming Events	6
Photos of Tram tour	6



BromeliAdvisory

Stop and Smell the Bromeliads

October 2018

WEBPAGE: <http://www.bssf-miami.org/>



http://www.facebook.com/groups/BromeliadSF/?bookmark_t=group



<http://www.facebook.com/pages/Bromeliad-Society-of-South-Florida/84661684279>

Alex Bello, President
Sandy Roth, VP
Sandy Roth, Treasurer
Lenny Goldstein, Secretary
Robert Meyer, Editor

DIRECTORS

Past Pres.: Sandy Roth

Directors:

Olivia Martinez '18-'19
Karen Bradley '17-'18
Ellis Brown '17-'18
Anna Harris '18-'19

Advertising: Robert Meyer

Door Prize: Alan Herndon

Education: Alan Herndon

Hospitality: Elaine Mills

Library: Barbara Partagas

Membership: Maureen

Adelman/Melody Ray

Mem. Plant Sales: Alex Bello

Raffle Table : Melissa Brail

Refreshments: Sandy Roth

What	Who
Sales Table	Not this month

OCTOBER 16, 2018 AT 7:15

PM AT FAIRCHILD

SPEAKER: AUCTION

RAFFLE TABLE: NONE

FOOD: Usual suspects



AUCTION !!!!!



October 16, 2018

Fairchild Tropical Botanic Garden

Starting early so you can look before the auction starts at 7:30PM

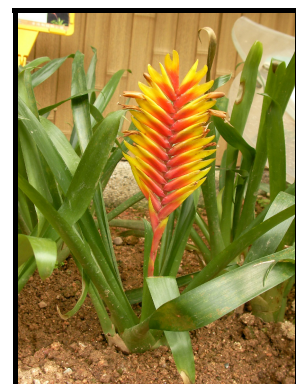
Food in abundant quantities.

BRING a FRIEND

Enjoy the show

No cost to be there, and a free meal is provided, as well as free drink.

RARE BOOKS WILL BE INCLUDED!!!!



FAIRCHILD HAS RECENT CRITICS and RECENT FINANCIAL WOES

by Robert Meyer

What business ending October 2016 had net total revenue of 55% of its previous year? What business ended fiscal 2016 the loss of \$2,034,460? What business had its Grant's receivables drop from \$1,909,287 to \$315,211 from 2015 to 2016? What business saw its contributions drop from \$8,145,996 in 2015 to \$3,989,247 in 2016? [All of these figures come from the tax returns of FTBG which are found on the internet.]

Fairchild Tropical Botanic Garden.

Unfortunately, the benevolent demands placed upon those in power over the FTBG are suffering. Getting involved with FTBG must initially be a dream for any plant lover. Nonprofit causes give rise to pride. “[I]f you do one good deed your reward usually is to be set to do another and harder and better one.” C..S. Lewis, *The Horse and His Boy* But, recent events at FTBG may deem true what is often ascribed to Oscar Wilde quotation: “No good deed goes unpunished.” And, the 2016 fiscal year was a year of punishment at FTBG.

The drastic changes in the economic forces underlying FTBG created numerous issues which the garden will need to address, if not already having done so. There have been numerous changes as to who is employed there and who is being paid there. Moreover, changes in the hierarchy will have to be or have already been made. That is a natural phenomenon from distressful financial woes. It is not enough? We shall discover.

But, the atmosphere of the garden has changed in the minds of many. Recently, a declaration has been made by one member or interested party on a blog page establishing a request for change. That particular blog will follow immediately. Please read it and see what you think about the same.

Dear Fairchild Board and Trustees-

It's time for Bruce Greer to retire (he just turned 70). Let's thank him for his ~20 years of service but it's time for fresh ideas at the Garden (it's basically a low-brow, butterfly attraction at this point). Here are just a few reasons why the Garden needs a change:

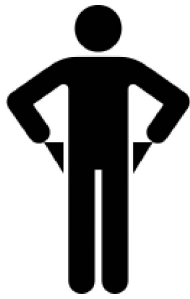
1) ACCOUNTABILITY / TRANSPARENCY: Fairchild Tropical Garden is comprised of 4 parcels (totaling 83 acres) but only one is owned by "Fairchild Tropical Garden, Inc." (the other 3 parcels are owned by Dade County). Does the Corporation lease the other three parcels from the County? Is the privately owned parcel in a trust? Who manages the two endowment funds? Why is Fairchild's accounting firm based in Ft. Lauderdale?



2) COLLECTIONS: The Pergola is denuded and the Orchid Exhibit in the Rare Plant House has been closed. The rare "Coco-de-Mer" palms just outside the Rare Plant House have also disappeared (so have other specimen plants). It is looking less "botanical" every day. Is the total garden species count falling? BTW, why was the Library closed to the public?

3) EMPLOYEES: Ask anyone working at Fairchild if they are happy with current management. None will say "yes" (morale is low). It's been a revolving door over the past 10 years. BTW, is it true that you have lost 900 volunteers in the past two years? Your FY2016 financials claim 1,400 volunteers but your employees say that number has fallen to 500.

4) FINANCIALS (ASSETS): Assets fell by \$3 Million in FY2016. Why was a ~\$150,000 Receivable written off in FY2016? Contributions / Grants fell more than 50% in FY2016 (\$8.1 Million => \$4.0 Million). Net Assets have fallen from \$50 Million to \$45 Million since FY2014. Only \$21 Million



of these assets are unrestricted meaning there is very little financial "cushion" in the event of a serious economic downturn.

5) FINANCIALS (INCOME): In the latest available IRS 1099 filing (FY2016), Revenue fell from \$13.5 Million => \$7.4 Million, a decline of 45% (Revenue was \$17 Million in FY2013). Expenses were \$9.4 Million in the FY2016 Filing. That was \$2 Million more than Revenues. There was a \$2.0 Million loss. BTW, where are the FY2017 financials? Why aren't all of the events (Art Exhibits, Brunches/Galas/Luncheons/Soirees, Chocolate Festival, Mango Festival, Orchid Show, Ramble, Weddings, etc.) creating

more income?

6) GOVERNANCE: Are there any business people amongst the Fairchild leadership or are they all lawyers (4/7 officers have "Esquire" after their names)? Why are there no biographies of or contact information for current officers and trustees on the Fairchild website? Why have the same directors and trustees been in control for over 10 years? Who is the Chairman? Who are the parties who have the business or family relationship indicated in Part IV and VI of the latest 1099 filing? Susannah Shubin only?

Members tried to get the Fairchild Bylaws changed in 2010 to include term limits but that attempt was thwarted by entrenched trustees.

7) MAINTENANCE / OPERATIONS: The Koi Pond near the Cactus Garden smelled like dead fish on Sept. 5, 2018. At least 10 maintenance employees were driving around in electric carts doing nothing. BTW, who manages the County employees? The County or Fairchild?



8) MISSION: Fairchild has gone off track. It feels like a playground for pseudo-socialites now, not a research center or botanical garden. The Garden is now a place on the social circuit for art exhibits, black-tie galas, concerts, weddings and other fundraising events. There doesn't appear to be any aspiration to become one of the great botanical gardens of the world like Berlin-Dahlem, Brooklyn, Denver, Kirstenbosch, Montreal, RBG-Kew, etc.

Botero? Chihuly? Fairchild Car Show? Scarecrow Display and Pumpkin Patch? Really? Is it true that the Chihuly event really cost \$625,000 in display fees?



9) PUBLIC RELATIONS: The Carlisle Group Company's \$36 Million fraud scandal in 2015 involving Greer's business partner and son was severely damaging to the Garden (not sure how he escaped prosecution since he was and still is a Carlisle Group shareholder). The high profile resignation by Hayes Bowen in 2010 was another reputational blemish.

10) RATINGS / REVIEWS (3rd Party): The TripAdvisor reviews sound suspiciously scripted (they all focus on three things: butterflies, orchids and the cafe'). Is the Garden trading discounted admission for positive reviews like Groupon? Where are the Google Reviews? The latest Charity Navigator ratings also look suspicious. It looks like Garden leadership has figured out how to game the Accountability/Transparency metric to offset the Financial metric.

It's time for a change. Stakeholders (employees, members, visitors, etc.) are not happy with the current direction of the Garden and the financial condition is deteriorating. Fairchild deserves better.

- A Concerned Citizen

Source: <https://www.change.org/p/fairchild-tropical-garden-trustees-miami-it-s-time-for-new-leadership>

Start preparing for the 41st^h Annual BSSF Show in 2019

by Alan Herndon

Ideally, you should have started to prepare for the 2019 show as soon as the 2018 show ended.

Plants that might be favored by the early show date are the *Billbergia* species and hybrids. These plants bloom preferentially during the cooler months. Of course, you need to set several pots aside as potential entries since the bloom cycle is so short on an individual plant. With some luck, one of your pots will have flowers just opening on the morning when judging takes place. By the way, do not overlook plants that are currently in bloom, or have recently bloomed. *Billbergia* pups often grow rapidly, and there is plenty of time for pups on plants currently in bloom to reaching blooming size before the show. If you have a spectacular *Billbergia* hybrid blooming right now, you might want to leave the pups on the mother plant over winter so they can grow faster. Nearer show time, you can decide whether the clump of plants or individual plants in separate pots will make the best entries.

In the genus *Aechmea*, cool include the various forms the species of *Aechmea* (including, but not limited *caudata*, *A. gamosepala* these plants may have bloom during the coming quickly, and have plenty of show.

As the initial step, you show plants, and try to other and from other plants possible. Much of the leaf is caused by the marginal rubbing against the tender do not have sufficient room enough that their leaves do in an area that provides other step you should take cleaning of your you remove the bits of accumulated in the leaf you can also inspect the signs of infestation by If problems are detected at treated quickly so they problem when you are during the last few weeks before the show.



season blooming plants of *Aechmea weilbachii*, and subgenus *Ortgiesia* to: *A. apocalyptica*, *A. and A. organensis*). Again, already bloomed, or may weeks. The pups grow time to be blooming for our

should identify your potential separate them from each in your garden as well as damage we see on our plants spines from one rosette leaves of a neighbor. If you to separate the plants widely not overlap, at least put them some shelter from wind. The at this time is a good prospective winners. While plant debris that have axils of your chosen plants, plants for scale and other pests or infection by fungi. this point, they should be don't present a bigger trying to clean the plants

If you are growing *Cryptanthus* for the show, be especially vigilant about the weather. A dry northerly breeze slightly under 50F can burn the leaves of a perfectly grown *Cryptanthus* as badly as leaving the plant out in full sun for a day. Protection from wind is the best way to avoid this.

Don't be afraid to set aside a plant with some damage on the leaves as a potential show plant. The judges have all lived through hurricanes in the recent past, and know what kind of damage they inflict. If a plant looks good from the top and damage is largely hidden by new growth at the time of the show, we can expect them to be less stringent in their ribbon judging.

In addition to starting to prepare your plants for the show, we need volunteers to help run the show. First, we need Chairs and Co-chairs for the various committees:

Advertising – this committee sells ads in the Show Book that help defray the cost of printing.

Auction – We hope Peter Kouchalakos will once again return as our Auctioneer, but we need a Chair to make sure the auction is set up when needed. Duties will include collecting donations from commercial vendors for the Saturday Auction and members for the Sunday Auction, making sure the necessary supplies are available well before the Auction starts, recruiting volunteers to act as runners as well as one or two cashiers, and anything else needed to ensure a successful Auction.

Award Sponsors – Barbara Sparling has held this job for a number of years, and could use help. The job is to call all members of BSSF and ask for donations to support the show – especially the rosette ribbons

and crystals given to major award winners.

Awards – Again, Barbara Sparling has been in charge of this for years and is looking for a successor. Keeping track of the inventory of ribbons and crystal is a major part of the job.

Catering – Sandy Roth is the perennial chair of this committee, and the most overworked person in the show. She could use several co-chairs to help plan for and feed all of the volunteers over the 4 days of the show.

Hospitality/Security – Fairchild asks us to keep monitors at entrances and exits to the garden during open hours. We also would like to have people out in the sales area and in the show room who can generally help visitors enjoy our show. Chair of this committee recruits volunteers to serve in the various positions and schedules them so the entire show is covered.

Information Table – This job is similar to that of Hospitality/Security, but it is centered on a single spot. The information table sits at the entrance to the show room, and aims to help visitors enjoy our show. The information table also has material for distribution to visitors. Again, scheduling volunteers to ensure that the Information Table is operating throughout the entire show is the most important job.

Member Sales – Volunteers are needed to handle sales transactions at the Member Sales Table and deliver the proceeds from each day to the Treasurer or his representative at the end of each day.

Plant Holding – Antonio Arbelaez he has does this for many years. The job is setting up a holding area near the entrance to the show where visitors wanting to go into the show rooms can leave their plants.

Publicity – Robert Meyer handles the more traditional forms of publicity, but we also need a presence on the newer forms of social media.

Show Booklet – We produce a booklet for each show to give visitors some basic information on bromeliads and what the show is all about. The job is to collect the information needed for the booklet and create a layout that can be used by the printer to produce the finished book.

Staging – Before any plants or artwork is brought in, we need to set up tables for plants and display panels for student art. This is generally finished before noon on our setup day.

If you have any interest in working on one of these committees, please let me or a listed committee chair know. We particularly need people willing to act as co-chairs with the idea of taking over the main responsibility for the committee at some time in the future.

Amendment to the Bylaws

Pursuant to Article VIII of the BSSF bylaws, ARTICLE VII, SECTION 4 is to be amended as follows: “Notwithstanding the provision of this ARTICLE VII, SECTION 3, the Treasurer’s, [Secretary’s](#) or Editor’s position may be renewed on a yearly basis upon approval of the Board.

MESSAGES

AT THE AUCTION – BRING A BOX

We need boxes for those bidding and leaving with oodles of goodies. Any boxes brought will be greatly appreciated.

BECOME A BOARD MEMBER

New blood for the BSSF board is very welcomed. Once a month obligation. No hassle. Free meals. Great people. You will wonder why you waited so long. Contact *any* of the Board members about an interest.

The Six-Month Rule

You must own the plant no less than six months before the show. Doing the math, the show is in March or April. Leaving September as the last date to buy beautiful new plants from really talented growers.

Buy those plants now.

Badges Wear Them

We make some pretty neat badges. They help our fogged aged memories for names. Starting next month, anyone who wants a door prize *must* be wearing a name badge. This way we will better address one another by name. FYI – do not put the badge onto anything which may be affected by an external

NEW MEMBERS PLEASE COLLECT BADGES

We have 16 new members. Your membership entitles you to Membership Badges. We have them. Come to our meeting and pick them up. Ask for Maureen. She holds the badges.

BOOKS WILL BE SOLD AT THE AUCTION

Rare Bromeliad Books included at the Auction

BECOME A BSI JUDGE

Contact Betty Ann Prevatt.
\$25.00 first lesson
Application available at the Meeting

CRYSTAL

Donate Your Crystal to our Show which then will return it to you when you win awards.

Upcoming Events

BSSF Auction
October 16, 2018
Fairchild Tropical Botanic Garden
7:15 - 9:45
FREE FOOD
FREE DRINK
RARE PLANTS!!!!

77th Ramble

November 10-12, 2018
10901 Old Cutler Road
Coral Gables, FL 33156
<https://www.fairchildgarden.org/Events-Community-Outreach/Events-Details/fall-garden-festival-featuring-the-77th-annual-ramble>

Annual Show

March 16-17, 2019
10901 Old Cutler Road
Coral Gables, FL 33156

<https://www.fairchildgarden.org/Events-Community-Outreach>



Serene Fairchild during night tram ride last month

